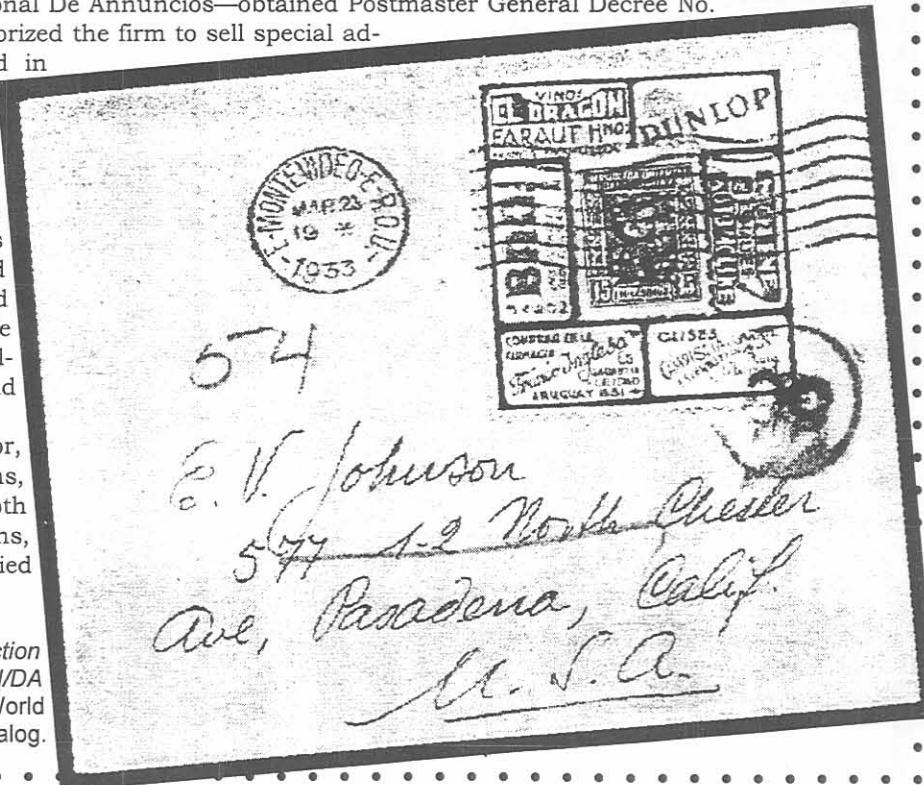


The CI/DA of Uruguay

by Rudy J. Roy

For quite a few years the perfins pattern "CI/DA" from Uruguay was a mystery, with various possibilities put forward as to the name it represented. The definitive explanation, including the applicable regulations, has been uncovered. The accompanying cover from my collection will further add to the explanation. The Montevideo firm of R. Perez-Sarmiento—Compania Internacional De Annuncios—obtained Postmaster General Decree No. 3837 dated August 5, 1932, that authorized the firm to sell special advertising labels with stamps attached in the center of the labels. These were to be sold at half of the value of the postage stamp. Decree No. 3840, dated August 10, 1932, authorized the firm to perforate the labels and stamps with the firm's initials. All of the copies that I have seen with the labels and stamps still attached are perforated though both, including the example shown here on cover. I have in my collection an off-cover copy with label and the perfins are also through both. I don't know the success of this endeavor, but copies of the labels with perfins, both on and off-cover, are scarce. Both appear infrequently in large auctions, and when they do they are accompanied by high estimates.

Rudy Roy is the vice president and auction chairman of the Perfins Club. The CI/DA pattern is listed as Uruguay A1 in the World Perfins Catalog.



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